

Are you serious about your marketing career?

Good. So are we.

Our new qualifications 2024/2025



At CIM, we're serious about marketing and so we're changing the landscape of professional marketing qualifications with a fresh new syllabus that offers greater choice, industry relevance and accessibility. Among the changes introduced for 2024 are modules on AI, sustainability and commercial intelligence. Assessment options are flexible and frequent, meaning you can fit your learning around your life and get CIM-qualified faster than ever before.



Why become a qualified professional marketer?

To be taken seriously in marketing, it's crucial to demonstrate the right skills and knowledge and a deep commitment to the industry. This means staying current with trends, actively building connections, and engaging in continuous learning. A clear way to showcase this dedication is by stepping onto a recognised pathway for professional development. Perhaps you're at the start of your career – considering a range of education options or trying to land that first professional role. You might already be working in marketing and wondering whether you can fit in studying as well. Either way, it's worth knowing about the many benefits of a professional qualification.

Benefits of professional qualifications



Gives you a competitive advantage



Practical, competency-based learning with an industry focus



Gives you the knowledge and skills to progress along your chosen career path, specialise, or even change direction



Boosts confidence and credibility



Highly valued by employers



An accessible and flexible route to gaining a qualification

Investing in a professional marketing qualification not only keeps your skills sharp and your knowledge up to date but also positions you to work more effectively at any stage of your career. In the long run, this commitment to professional development can significantly enhance both your career progression and your earning potential.

Why choose a CIM qualification?

We know that in the diverse and fast-moving world of marketing, maintaining the ‘right skills’ can feel like a job in itself. Worthwhile qualifications demand an investment of time, money and effort, and there are so many options to choose from. And, of course, they don’t all reflect recent industry changes.

If you’re serious about marketing, join CIM and you’ll have a lifelong career partner that can guide you through the personalised learning route that’s right for you. We’ve done extensive research into which skills the profession needs and updated our syllabus accordingly, so you can be sure that a CIM qualification is relevant and industry-focused. Our flexible module options mean you can focus on the skills that are relevant to you, based on your background, marketing niche and career goals. We’ve made the study process as quick and easy as possible too, with online assessment and a complete pathway all the way to Chartered Marketer status.

- ✓ Globally respected
- ✓ Focus on real-world skills
- ✓ Promote digital agility, sustainability and ethical marketing
- ✓ In line with industry requirements
- ✓ Flexible modules create a personalised learning experience
- ✓ Expert tutors and choice of study centres
- ✓ Helps you work towards Chartered Marketer status

Which qualification is right for me?

Which level suits your career goals: Level 3, Level 4, Level 6 or Level 7?

Explore your options and find the right fit for your professional development.

Level 3: Foundation Certificate in Professional & Digital Marketing

The Foundation Certificate in Professional & Digital Marketing is a perfect entry point for new and aspiring marketers. Our flexible module options will soon get you up to speed with the core skills and knowledge in your chosen areas. You'll gain plenty of practical skills that you can immediately apply to your role, building confidence as you learn.

Level 4: Certificate in Professional & Digital Marketing

This Level 4 Certificate is designed for marketing executives with at least a year's experience in the industry (or a relevant qualification or apprenticeship) who want to apply key marketing knowledge and skills across a broad range of disciplines, while drilling down to gain a deeper, more specialist knowledge of specific areas.

Level 6: Diploma in Professional & Digital Marketing

The Level 6 Diploma might be a good fit if you're an established marketer or manager (two years' experience in an operational marketing role, or a relevant degree, qualification or apprenticeship) who wants to advance strategic marketing and management skills. Select your modules to get a breadth of knowledge across many overlapping marketing disciplines while exploring certain areas of interest in greater detail.

Level 7: Marketing Leadership Programme and Postgraduate Diplomas

Our Level 7 qualifications are designed for senior marketers looking to develop their leadership skills – or, if you're outside the UK, the skills to respond to international marketing challenges.

Our qualifications

We've developed our Global Professional Marketing Framework (GPMF) with input from business leaders, recruitment agencies and marketing professionals globally to identify the critical skills, behaviours and attributes of an outstanding marketer. We identified eight broad areas of technical knowledge and expertise that the marketing profession needs. These can be broken down into more than 30 distinct skillsets that are key to success in today's industry. The GPMF is pivotal in developing the capabilities of the next generation of marketers, which is why all our qualifications are based on this groundbreaking framework.

DIRECTION

Developing capability by design for understanding & context

CAPABILITY

Knowledge & abilities to deliver against the plan



PROFESSIONALISM

The way we work

IMPACT

The benefits to us, our business, the economy & society

How it works



LEVEL 3: KICK-START YOUR MARKETING CAREER

Foundation Certificate in Professional & Digital Marketing

Gain essential skills and hands-on experience as you build the foundations for a successful career in marketing. The CIM Level 3 qualification puts you in a great position for future progression.

Choose your modules

Select **two modules** to **total 24 credits** for your Level 3 Foundation Certificate. You can now achieve an Extended Foundation Certificate by topping up with an additional module.

Marketing Essentials
12 credits (mandatory)



Select **ONE** of these

Content & Channels
12 credits

Marketing Insights
12 credits



LEVEL 4: ADVANCE YOUR MARKETING CAREER

Certificate in Professional & Digital Marketing

Unlock career opportunities and develop your confidence. Our Level 4 Certificate helps you prepare for your next career move as you balance a broad base of knowledge with specialist expertise.

Choose your modules

Select **four modules (50 credits)** for your Level 4 Certificate. You can now achieve an Extended Certificate by topping up with an additional module.

Marketing Impact
20 credits (mandatory)



Select **ONE** or **TWO** of these

<p>Responsible Marketing 10 credits</p>	<p>Planning Integrated Campaigns 10 credits</p>
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Select **ONE** or **TWO** of these

<p>Content Marketing 10 credits</p>	<p>Search Engine Optimisation 10 credits</p>
<p>Martech 10 credits</p>	<p>Social Media Marketing 10 credits</p>

LEVEL 6: ELEVATE YOUR MARKETING CAREER

Diploma in Professional & Digital Marketing

Excel as a rounded marketing professional as you enhance your strategic and management skills. The CIM Level 6 Diploma will help expand your understanding of wider marketing activities and prepare you for high-level opportunities.

Choose your modules

Select **four modules** to **total 50 credits** for your Level 6 Diploma. You can now achieve an Extended Diploma by topping up with an additional module.

Strategy & Planning
 20 credits (mandatory)



Select **ONE** of these

Commercial Intelligence
 10 credits

Societal Impact
 10 credits



Select **ONE** or **TWO** of these

Customer Journey Optimisation
 10 credits

Brand Proposition
 10 credits

Content Strategy
 10 credits



Select **ONE** of these

AI Marketing
 10 credits

eCommerce
 10 credits

SEO & Paid Search Management
 10 credits

Social Media Management
 10 credits

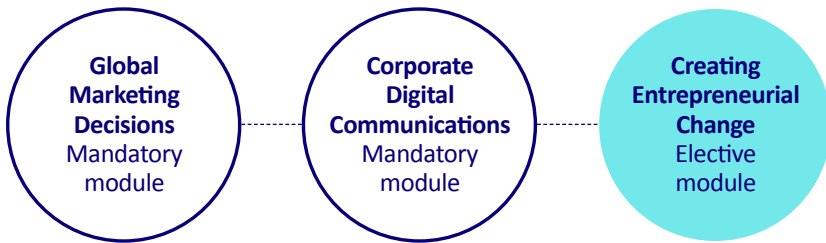
LEVEL 7: DEVELOP YOUR LEADERSHIP SKILLS

Postgraduate Diplomas

The Postgraduate Diploma in Professional Marketing and the Postgraduate Diploma in Sustainable Global Marketing have been developed for senior marketers outside the UK who are looking to move to a more strategic management role. They focus on the knowledge and skills needed to respond to international marketing challenges.

Both postgraduate diplomas have two mandatory modules and one elective module. All modules can be studied as an individual award.

Postgraduate Diploma in Professional Marketing



Postgraduate Diploma in Sustainable Global Marketing





The global standard for marketing qualifications

As the professional body for marketing, CIM is responsible for defining and embedding professional standards. As a result, CIM members, partners and affiliates are all highly regarded by association, and our Chartered Marketers enjoy a unique competitive advantage. Our qualifications, which are recognised by businesses all over the world, are Ofqual-regulated, accredited by the European Marketing Confederation, and underpinned by our Global Professional Marketing Framework, so you can be confident you'll have a clear pathway for professional growth.



Research-led, real-world content

Because our qualifications are regularly reviewed by experts, they always reflect industry needs, are highly regarded across the sector and are frequently specified by recruiters. We're serious about addressing skills shortages, especially in areas such as digital technology, sustainability and responsible marketing. We also know that more than half of marketers are concerned that new tools like AI will overshadow parts of their job and hamper their personal development. Our new qualifications offer practical, digital-focused learning that can be directly applied to real-world scenarios and give you the skills to use emerging technologies to your advantage – to carry out your role successfully and for the benefit of marketing more generally.



Expert, practice-led teaching

Expert tutors from our network of accredited study centres will help you access the marketing skills, up-to-date knowledge and confidence needed to make a real impact in your work. As part of CIM's prestigious global community, you'll also gain the professional recognition to maximise your expertise and employability. You'll earn CPD credits as you learn so you can demonstrate a level of commitment and capability to current and future employers.

**we're committed to supporting you
throughout your career and making sure
you have the strategic and tactical skills
needed to meet the increasing demands of
the marketing industry**



Professional
Marketing Qualifications